A Nemetic Model for Transmedia Organizational Literacy

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INTRODUCTION

The exponential proliferation of information in digital society, and the increasing complexity of processes and interactions in a hybrid world where humans and machines collaborate on an equal footing has resulted in an explosion in the number of "wicked problems (Churchman, 1967)" humanity is faced with.

The increasing diversification of interconnected media platforms, which provide a complementary complex discourse, demands an effective use of the space that is now called "transmedia." This article provides terms and definitions for transmedia and for the new set of personal skills and abilities required to participate in it, "transliteracy." It also presents the nemetic system, which facilitates analyzing, tracking and visualizing communication interactions in virtual transmedia environments.

Since humans started to use both gestural and oral codes to communicate, messages have been elaborated and expressed differently when different communication channels were in use. In recent times, with the dawn of radio and television, that fragmentation of content has become of interest to researchers (Steinberg, 2012) and has been identified as a characteristic of mass media (McLuhan, 1994).

With social media, content is fragmented across multiple virtual and physical platforms, with varying degrees of interaction that add complexity to social communication. Interactivity among multiple authors and multiple audiences generates dynamic "cross-media" seriality or "transmedia narrative" that has been studied from educational, entertainment and sociological points of view (Dena, 2009).

Learning to use these media requires skills beyond the traditional listening and reading, to be able to integrate multiple messages in multiple codes, as an essential skill both for personal and professional communication. This transliteracy is a complex ability of intertextual navigation, the strategy for coding and decoding the multi-discourse in the digital ecosystem.

These recursive communication experiences are the subject of recent research that explores cognitive patterns in narrative that can be represented through geometric models, consolidating the use of the term "fractal narrative" in the transmedia context (Duarte, 2014). The aim of this multilevel analysis is to take into account individual discourse (micro level), collective interaction (meso level) and community knowledge building (macro level).

Because so much of personal and professional life is becoming ever more dematerialized, it should not be surprising to learn that organizations can now be defined and understood through the way that

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these flows are expressed and regulated. Nemetics offers a simplified sequence and code to express and visualize these interactive communication processes in the transmedia ecosystem to facilitate organizational development (De, 2014).

BASIC CONCEPTS

Transmedia

In an era where artificial intelligence (AI) is driving interactions between humans and machines, the concept of transmedia has evolved from its origins as an extension of media story telling across platforms into a dynamic ecosystem for organizational transformation.

The term "transmedia" is attributed to Marsha Kinder, who in 1991 used it to refer to an emerging entertainment supersystem, involving intertextuality and multiple sources with different levels of interaction (Kinder, 1991). It applied to tools, processes and concepts, and opened the door to media that had not been invented then, such as wearables, implants, or augmented reality devices.

In 2003 Henry Jenkins described a process of "transmedia storytelling" in which "each medium does what it does best, so that a story might be introduced in a film, expanded through television, novels, and comics, and its world might be explored and experienced through game play" (Jenkins, 2003). Later, he defined transmedia storytelling as a process "where integral elements of a fiction get dispersed systematically across multiple delivery channels for the purpose of creating a unified and coordinated entertainment experience" (Jenkins, 2007).

This notion of multiplatform narrative has expanded to encompass every type of human communication, including marketing (Tenderich, 2014), political debates (Costanza-Chock, 2014), or personal learning networks (Richardson & Mancabelli, 2011). Transmedia expands human relationships in virtual spaces, and is starting to enhance communications capabilities through hybrid human-machine interactions.

Hybrid Communication

At the time of this writing, AI technologies such as machine learning, natural language processing, image recognition, and their various applications are pulling transmedia practice into the world, not only of human-machine interaction, but of active human-machine collaboration. Until recently, human-machine interaction has primarily referred to software interfaces. The evolving digital landscape is now producing situations where non-human agents take a role as collaborators in a group or community, creating hybrid communication and collaboration between human and non-human agents (Lorenzo Galés & Gallon, 2018). Transmedia systems are mediated by "intelligent" non-human agents (e.g. personal assistants such as Amazon Echo, Apple Siri, or Google Home); customer experiences are being managed by AI-driven chatbots; human resource managers, medical practitioners, and law enforcement agencies are all interacting with, and depending on, various types of "intelligent" transmedia devices not only for information, but for decision-making.

But these types of interaction are just the beginning. Emerging technologies are adding to the complexity of our informational environment. They are allowing humans to expand their sensorial perception, and forcing organizations to rethink their structures and processes.

A technology like blockchain, which is invisible to the user, none-the-less engenders an upstream reflection about who is trustworthy, and the nature of trust in the context of a given information set that

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